

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
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August 21, 1997

RJR Account #281200

Ms. N. Hibbert

HIBBERT & McGEE, INC.

SENIOR WINSTON B2GF CAP / PROMOTION #700927

Dear Nancy:

WINSTON regular product has been ordered (see quantities listed below), as well as 41 skus of B2GF Cap Sleeves / Displays (Item #529301) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC Code</u>	<u>WINSTON</u> <u>Brand Style</u>	<u>Case</u> <u>Size</u>	<u>#/ Cases</u>
12300-11112	<i>Light</i>	12M	<u>1</u>
12300-11012	<i>Full Flavor</i>	12M	<u>1</u>
12300-11212	<i>Full Flavor Box</i>	12M	<u>1</u>

Product / Premium Arrival:

September 15, 1997

Ship Date to Retail:

Week of: September 23, 1997

SKU CUBE:

2.5480

SKU WT (w/o Product):

8.2000 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Full Price Cartons

EFT \$ Amount:

\$2,142.62

Non-EFT \$ Amount:

\$N/A

51852 1958

-2-

B2GFP

HIBBERT & McGEE, INC.

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-free-Cap sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives a free *Winston 'No Bull' Cap*.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **\$76.53 (2.73 case(s) @ \$28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: R. Tanchyk

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINCAP.DOC

51852 1959

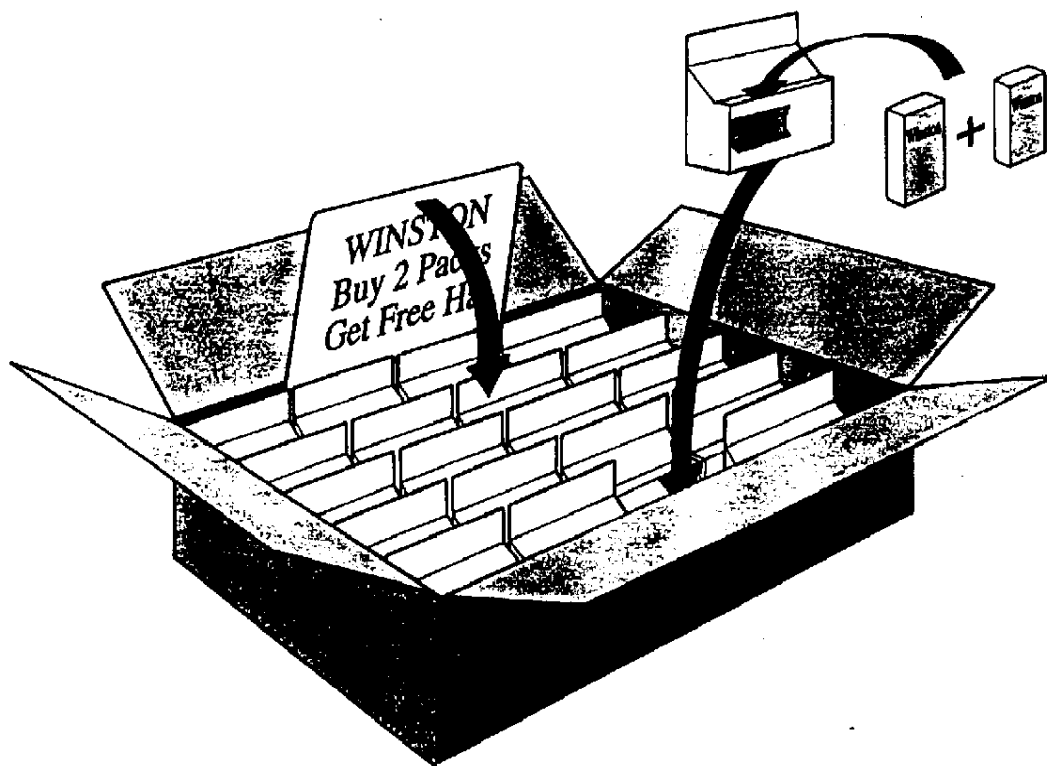
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 4TH QTR.'97

October WINSTON B2GF HAT (Buy 2 Packs Get Free Hat)

STEPS

1. Open WINSTON B2GF Hat shipping case.
2. Add 2 "live" Winston packs of the same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 529301

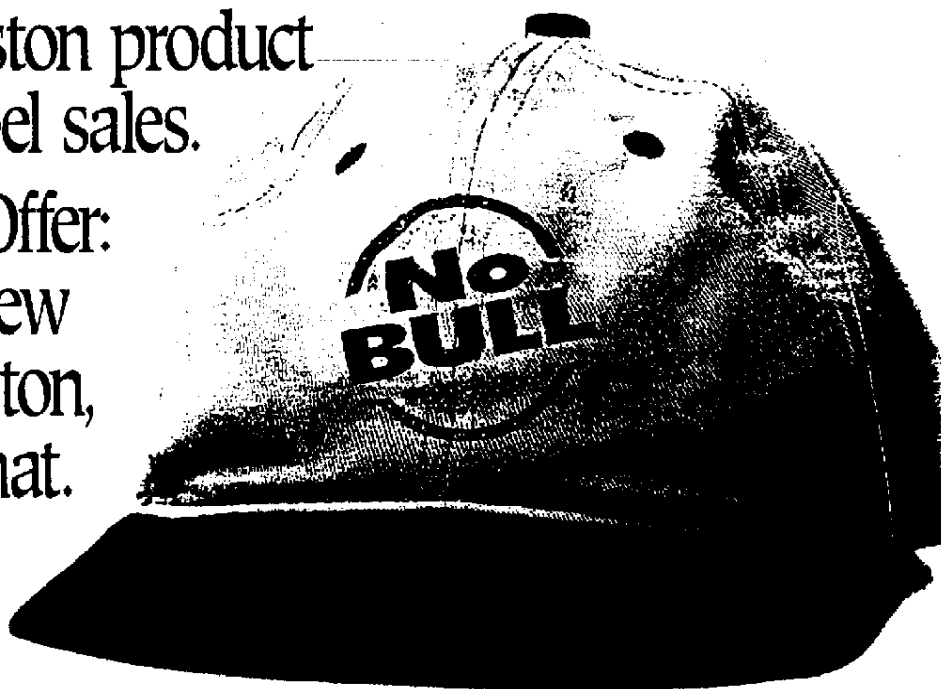
Description: WINSTON B2GF Hat Display / POS Kit

Brand Style	<i>LIGHT King</i>	<i>FF King</i>	<i>FF Box</i>			
Number of Cartons						

51852 1960

The right premium CAPS everything off

- No-additive Winston product continues to propel sales.
- Special October Offer: Buy 2 packs of new no-additive Winston, get free No Bull hat.
- National ad campaign drives "No Bull" attitude right to your customers.



No additives in the smokes.
Lots of additives in
your cash register.

WHOLESALER : 281200 HIBBERT & MCGEE, INC. <DIRECT>
 TEMPLATE : 700927 71000 WIN OCT HAT
 TEMPLATE SEQ : 0018
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162301	162323	409144	MAC'S QUIK STOP	233 S MAIN ST	SAINT ALBANS	VT	05478	1				(802)524-3182
163801	163827	034813	ONE-STOP MINI MART	89 MAIN ST	NEWPORT	VT	05855	1				(802)334-2416
163801	163827	113702	BRADFORD VILL STORE	MAIN ST	BRADFORD	VT	05033	1				(802)222-4617
163801		399844	WAITS RIVER GENERAL	RR 1 BOX 21	WEST TOPSHAM	VT	05086	2			182	(802)439-5360
163801	163827	434540	ORLEANS MINI MART	P.O. BOX 118	ORLEANS	VT	05860	1			127	(802)754-8576
163801	163827	549705	LYNDONVILLE REDEMPTN	HCR 68	LYNDONVILLE	VT	05851	3				(802)626-8348
163801	163827	553297	DERBY CORN MINI MAR	RTE 5/MAIN ST	DERBY	VT	05829	1		2794-0200		(802)766-5141
163801	163827	556580	EAST MAIN MINI MART	1045 E MAIN ST	NEWPORT	VT	05855	1				(802)334-8460
163801	163827	647732	FORDHAM'S MOBIL MAR	RTE 5	LYNDONVILLE	VT	05851	1		2794-0200	479	(802)626-1120
163801	163828	652905	GRANITEVILLE GENERA	MAIN ST.	GRANITEVILLE	VT	05654	1			272	(802)476-5088
163801	163827	760597	COLE'S MARKET	52 MAIN ST	ORLEANS	VT	05860	1				(802)754-6015
163804	163828	114238	RICHARDSONS STORE	MAIN ST	BETHEL	VT	05032	1				(802)234-9570
163804	163828	381203	M & M BEVERAGE #01	SALISBURY ST	RANDOLPH	VT	05060	2		3598-0000		(802)728-9197
163804	163828	760419	RINKER'S MOBIL	RTE 66	RANDOLPH	VT	05060	1		2794-0200		(802)728-3642
163809	163828	048330	DAYTON'S STORE	RT 116	EAST MIDDLEBUR	VT	05740	1				(802)388-3304
163809	163829	114083	CRACKER BARREL	RT 15	ESSEX CENTER	VT	05451	1				(802)878-8517
163809	163829	114121	TOMLINSON'S STORE	BRIDGE ST	MORRISVILLE	VT	05661	4				(802)888-2694
163809	163829	381204	M & M BEVERAGE #02	MAIN ST	MONTPELIER	VT	05602	3		3598-0000		(802)229-9042
163809	163828	381213	M & M BEVERAGE #05	NO MAIN ST	BARRE	VT	05641	1		3598-0000		(802)479-9040
163809	163829	399636	LUCKY LANCE	1355 NORTH AVE	BURLINGTON	VT	05401	1				(802)863-7161
163809	163829	400847	AIRPORT MOBIL	1801 WILLISTON RD	SOUTH BURLINGT	VT	05403	2		2794-0200		(802)863-3743
163809	163828	425670	M & M BEVERAGE #04	MAIN ST	SOUTH BARRE	VT	05670	1		3598-0000		(802)479-2045
163809	163829	448637	DORSET ST BEV CTR	364 DORSET ST	SOUTH BURLINGT	VT	05403	1				(802)863-8058
163809	163828	490439	MAPLEWOOD D LIMITED	BERLIN 4 CORNERS	BERLIN	VT	05641	1				(802)229-5291
163809	163829	571244	BARRE ST. BEVERAGE	79 BARRE ST	MONTPELIER	VT	05602	1				(802)223-2330
163809	163829	615885	DJ'S CORNER STORE	RT. 15 & 100C	JOHNSON	VT	05656	1				(802)635-7585
163809	163829	679263	TIM'S CONVENIENCE	RR 1	PLAINFIELD	VT	05667	1			333	(802)454-7111
163809	163829	704049	WAGGY'S DELI	98 NORTH AVE	BURLINGTON	VT	05401	1				(802)863-4862
163809	163829	714935	M&A ENTERPRISES LTD	DBA M&M BEVERAGE	HARDWICK	VT	05843	1		2794-0200	483	(802)472-6881
163809	163829	759699	KWIK STOP & DELI	WOLCOTT STREET	HARDWICK	VT	05843	1				(802)472-6460
163809	163829	760768	PARKER'S QUICK STOP	15 BERLIN ST	MONTPELIER	VT	05602	1				(802)229-9538

PAGE BREAK TOTAL ACCOUNTS 31 TOTAL QUANTITY 41

TEMPLATE TOTAL ACCOUNTS 31 TOTAL QUANTITY 41